



State of Utah

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NEWS RELEASE

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Utah Tourism Board Approves Funding for National Newspaper Insert Advertising Effectiveness Study Released

Salt Lake City – Members of the Utah Board of Tourism Development have approved spending \$250,000 from the Cooperative Marketing program to partner with Madden Preprint Media on a national newspaper insert to promote Utah. The board also set aside up to \$250,000 for “special opportunities” that demonstrate a strong return on investment.

The cooperative marketing monies were left over after the board approved \$1.86 million in cooperative marketing projects during its September board meeting, which included 49 of the 56 applications submitted to the Utah Office of Tourism by non-profit tourism entities around the state.

“The state will fund the cover of the newspaper section to promote the Utah ‘Life Elevated’ brand with up to \$200,000 from the Tourism Performance Marketing Fund and the cooperative marketing piece will provide matching funding for our non-profit partners to join us,” said Leigh von der Esch, managing director of the Utah Office of Tourism. “Private industry can also participate by purchasing ads that will appear in Sunday travel sections to promote spring and summer activities in targeted markets across the country. The board is very committed to getting the cooperative market funds out as effectively to as many partners as possible.”

“We have said that we’re switching to a one time a year funding cycle,” said Hans Fuegi, chairman of the board’s Cooperative Marketing Committee.

The board received a report on Utah’s ad effectiveness by Denise Miller, vice-president of Strategic Marketing & Research, Inc. Miller told the board that Utah’s television and print advertising increased awareness of Utah, but that a stronger motivation is needed in the ads to get travelers to book their trips to the state. The SMARI research included 1,062 surveys in Denver, Las Vegas, and Los Angeles where Utah television spots and print ads ran over the summer. The company will conduct more research this winter.

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